

CONSISTENCY IN BRANDING



FINALIZING THE
REBRANDING EFFORT WITH CUBIC

HOW WE ARRIVED HERE:

History of the Project

- The public response to the initial logo designs initiated the City creation of a committee to help direct Cubic Creative on next steps.
- The committee collectively asked for a design concept that was more formal in nature, captured our history, a more muted color palette, and worked with the City seal.
- Additionally staff asked that the new concept be one that could bring together the branding that exists across the City and our partner agencies.



INTENDED USE OF THIS BRANDING:

Marketing Uses Only

- This visual expression is intended to be used on marketing materials for the City such as:
 - All Economic Development Materials
 - Recruiting materials
 - Advertising
 - Website/Social Media
 - Promotional materials
 - Trade Show booth designs
 - Tourism/Special Event Material
 - Advertising materials that are more relaxed in nature
- The City Seal will remain in use on all official communications, vehicles, facilities, and signage. This branding will be used in conjunction with the City Seal where appropriate.



CURRENT BRANDING ON THE ISLAND



ISLAND TRANSIT
COME AND GO AS YOU PLEASE.





FINAL CONCEPT



ISLAND TRANSIT
COME AND GO AS YOU PLEASE.



FINAL CONCEPT



Logo Update

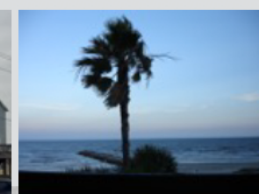
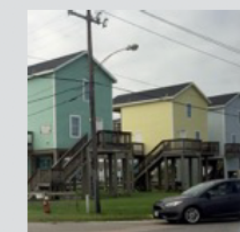
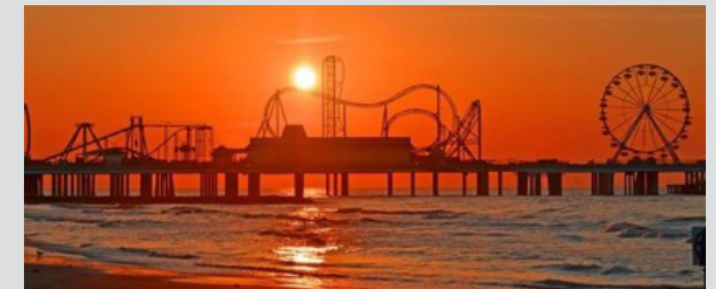
Brand Filters

Historic
Approachable
Clean
Memorable

Brand Attributes

Diverse
Independent
Deliberate

Quality of Life
Community
Thriving



FINAL CONCEPT



Logo Update

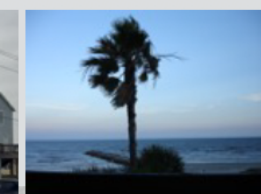
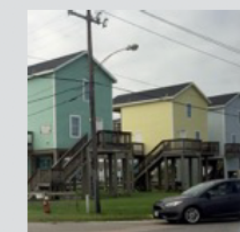
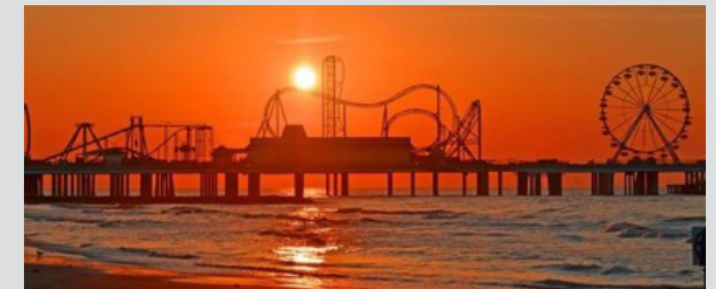
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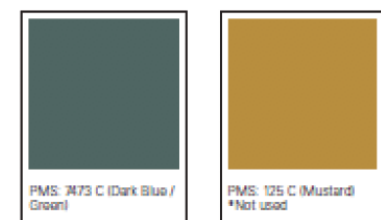
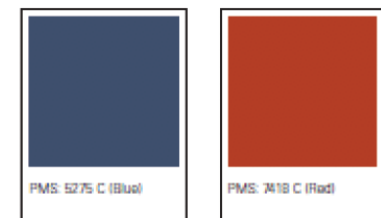
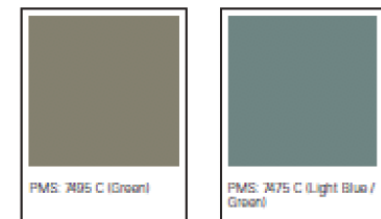
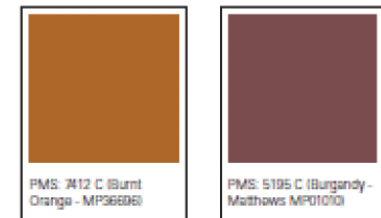
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A CITY DIVIDED CAN STILL STAND

A flexible color palette will allow us to customize the colors to match the advertisement.



Sign Panel Paint Colors

A LOOK BACK



Concept N°1



Concept N°2



Concept N°3



CURRENT BRANDING ON THE ISLAND



ISLAND TRANSIT
COME AND GO AS YOU PLEASE.



GALVESTON
★ ISLAND ★
Park Board of Trustees

